

NEWS RELEASE

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‘The Lake District by Night’ - a unique exhibition with a dark difference

Two Cumbrian photographers are staging a new exhibition designed to show the darker side of the Lake District landscape – all of their stunning images have been taken at night.

Rod Ireland, of Askham, near Penrith, and Jonny Marchant, of Kendal, will host the exhibition in Keswick from Wednesday 24 to Monday 29 August 2016. The pair have launched a crowd-funding campaign on Kickstarter to fund the venture and need to reach their £2,000 target by Monday 16 May.

Rod said: “We are really excited about this project. Everyone has seen beautiful images of the Lake District – it’s a familiar and much-loved landscape - but we want to show everyone that this place is truly amazing at night too. It’s going to give visitors a completely different view of Cumbria.

“We’re hoping for an intriguing and atmospheric launch for the exhibition too – I want guests will view the images in the dark using head torches, in keeping with the dark theme!”

Jonny added: “The idea for the project began over a year ago Rod and I were both independently experimenting with capturing photographs at night.

“A major element in the exhibition is our diverse interpretation of the subjects, the differences in our work and what we wish to convey. My photographs are not about specific places of locations; it’s more about how the place makes me feel.”

Kickstarter is a crowd funding platform for creative projects which can be brought to life through the direct support of others and Rod and Jonny though this was the obvious choice to help fund their idea. They are funding the exhibition themselves, as well as applying for external grants, but if the Kickstarter target of £2000 is reached it will go a long way to producing a free exhibition in Keswick, in the heart of the Lake District.

Rod added: “Keswick was just one of the places in Cumbria and the Lake District which suffered terribly from the floods. I hope the amazing and enchanting photographs from this exhibition can help replace the images of those dramatic events in people’s minds, and raise the county’s profile in a way which is new and different.”

The Campaign video and details can be found here:

<https://www.kickstarter.com/projects/1468401119/the-lake-district-by-night-a-unique-photography-ex>

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Notes to editors

News release issued by Suzanne Elsworth of Elsworth Communications – 07881 816140

The 'Kickstarter' funding period finishes on Monday 16 May 2016 – for more information see www.kickstarter.com/press The exhibition will take place at the Moot Hall, Keswick, Cumbria, from 24 to 29 August 2016 – for

The photographers

Both Rod and Jonny are available for interview. Call Suzanne to arrange or call them direct on the numbers below.

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